

Family/Business Partner Resource Worksheet

Adapted from: NRCS (2004) *Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide*. Appendix B-21.

Each family member or business partner should complete this worksheet.

For many families and business partners, this worksheet is difficult to complete because emotions are involved and communication may not always be clear and distinct. All of the ideas and goals established in this worksheet should be considered by all members of the agritourism enterprise. You may need to seek information from community experts to help you gather information needed to fully understand some of the questions. After completing the worksheet, compare and discuss your answers. The worksheet is to be used as a tool to facilitate communication regarding family and business partner expectations. It is recommended that you make a plan to review and amend this document from time to time to encourage ongoing communication of perceptions, goals and concerns.

1. How satisfied are you with your current ranch operation today? _____

2. Identify two goals that you expect to achieve by adding new enterprises

A. _____

B. _____

3. Rank your preferred new enterprises:

1st _____ 2nd _____ 3rd _____

4. List family members who would like to be involved in the new enterprises. _____

5. What roles do you see each of your family members or business partners taking on initially in the new enterprise in the areas of production, management and marketing?

Production: _____

Management: _____

Marketing: _____

6. How about roles in the next 3-5 years?

Production: _____

Management: _____

Marketing: _____

7. How do you envision your ranch operation 3-5 years from now? _____

A. What do you think the new ranch enterprise will provide in terms of income over the next 3 years? _____

Over the next 5 years? _____

B. What do you think the new ranch enterprise will provide in terms of family/partner employment over the next 3 years? _____

Over the next 5 years? _____

8. What are your on-ranch and off-ranch employment expectations from diversifying?

9. What are your expectations of inviting the public onto your ranch? _____

10. Right now, what is the level of financial risk in dollars that you think can be allocated to enterprise development? _____
